VS METHNOL SDIS.WKS

menthol category as a whole (1) (3)

VIRGINIA SLIMS SDIs

		VS MENTHOL	TOTAL VS
2I0 NASHVILLE	$1546	83	109
1H0 NEW YORK	$9888	85	150
5L0 LOS ANGELES	$6926	87	118
2D0 RALEIGH/DURHAM	$6807	97	95
2Q0 MIAMI	$8602	103 (2)	103
2E0 CHARLOTTE	$8246	107 (2)	117
4A0 PITTSBURGH	$10,358	115 (2)	140
3N0 DALLAS/FT. WORTH	$10,605	118 (2)	118
2C0 RICHMOND	$13611	118 (2)	113
2M0 JACKSONVILLE	No paper	119 (2)	132
2B0 WASHINGTON	$19,593	123 (2)	116
4H0 TOLEDO	$3421	127 (2)	99
2J0 ATLANTA	$4393	147 (2)	103
4L0 CHICAGO	$5242	188 (2)	103

Schedule 800 KOP? Spa creative too

SDI < 100 = 1 insertion
SDI > 100 2 insertions

$103,238 vs. $122,417

$173,027

$119,179
savings

19.2
14.1
5.1 left

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